



## **REQUEST FOR EXPRESSIONS OF INTEREST (EOI)**

EOI NO: KTB/EOI/0010/2016-2017

## PROVISION OF RE-BRANDING SERVICES FOR MAGICAL KENYA BRAND AND KENYA TOURISM BOARD

Kenya Tourism Board (KTB) is a State Corporation enshrined in the Tourism Act No. 28 of 2011 and is charged with the statutory mandate of promoting and marketing Kenya as a tourist destination locally and internationally. KTB wishes to procure services of a firm/ firms operating in the field of brand development; brand guideline development; or a branding agency for the purposes of refreshing the KTB brand properties.

KTB seeks to engage the services of a firm to carry out the Refreshing of the Kenya Tourism Board corporate brand and the Magical Kenya destination brand.

This will involve carrying out the following functions:

- Refresh and Redesign the logos of KTB and Magical Kenya in line with the research and guidelines to be provided by KTB.
- Provide comprehensive brand guidelines for KTB and Magical Kenya
- Develop a brand identity manual for KTB, Magical Kenya and all the brand properties for KTB
- Develop a brand refresh training manual for adaptation and application

## KTB now invites interested eligible firms to express their interest in the above assignment. Firms must meet the following minimum criteria:-

- Certified copies of statutory and professional documentations supporting the credibility, relevancy and authenticity of the consultant(s) on their ability to deliver on project of this nature
- ii) Proof of similar branding and application work done for both local and global clients
- iii) Litigation history or status of the firm (both court and arbitration);
- iv) Brief comments and proposal on the approach to employ in undertaking the assignment.

## Interested firms must submit:

- 1. Company/ Firm Profile or Brief;
- 2. Incorporation Certificate, PIN and valid Tax Compliance Certificate.
- 3. Audited financial returns for the last 3 years

Shortlisted firms will be issued with a request for proposal (RFP) document with specific terms of reference. Completed Expression of Interest documents in plain sealed envelopes clearly marked on top with the name of this consultancy should be addressed to:-

Chief Executive Officer Kenya Tourism Board P. O. Box 30630 NAIROBI (00100) Tel: 27114900/2714906

And MUST be deposited in the **Tender Box at the 7th floor, Kenya Re Towers, Ragati Road Upper Hill Nairobi** so as to be received on or before **12th April, 2017 at 12.00 Noon**.